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NETWORK **UK**

Sort your social media strategy

4th August 2020

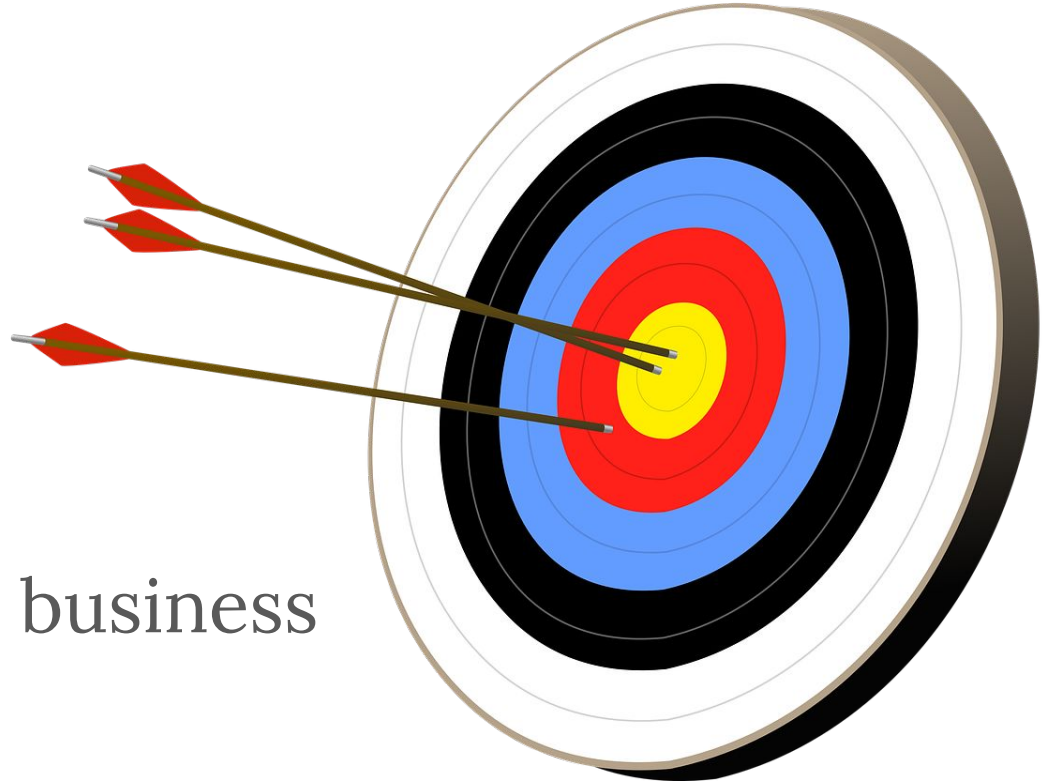


Strategic planning is key

What do you want
to **ACHIEVE**?

VISION: define
success

What are your wider business
GOALS?



Make SMART goals



SPECIFIC
MEASURABLE
ACHIEVABLE
REALISTIC
TIMEBOUND

Audit your social media



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SWOT analysis:

- **Strengths**
- **Weaknesses**
- **Opportunities**
- **Threats**



Get curious



Get clear

TIDY UP all your
accounts

ASSIGN OWNERSHIP



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Who
are
you?

**What's your
Mission
Statement?**



CORE VALUES EXERCISE

Who do you want to reach?



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**CHOOSE
YOUR KEY
MESSAGES**

Create your content plan



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Action plan



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Measure and respond

